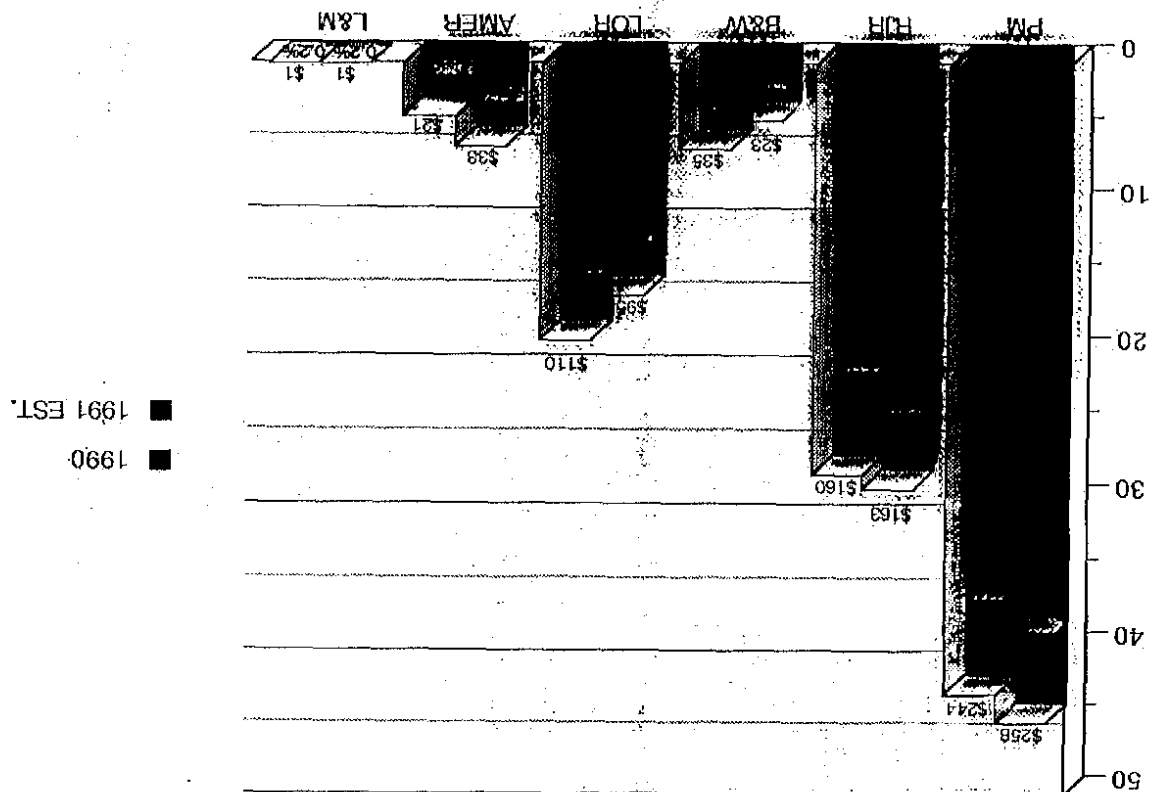


P.M. MAINTAINS LEADERSHIP - FLAT CATEGORY

FULL MARGIN SPENDING SHARE OF VOICE BY COMPANY \$ MILLIONS



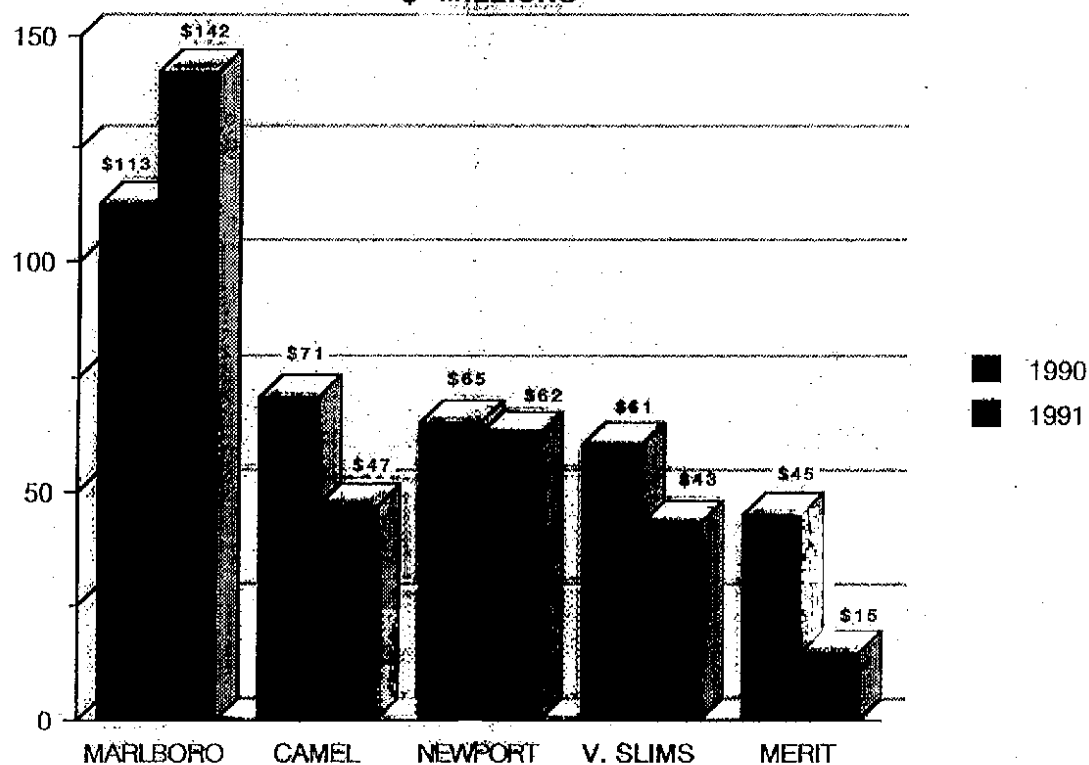
NOTE: 1990 FULL MARGIN SPENDING TOTALS \$573MM.
1991 ESTIMATED SPENDING TOTALS \$571MM.

BOTH B&W AND LOH. INVEST IN
FULL MARGIN
AMERICAN OPPOSITE

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- MARLBORO W/MEDIUM SOLID LEADERSHIP
- CAMEL BACK TO '89 LEVELS
- SLIMS/MERIT BOTH OFF

TOP 5 BRANDS*
PROJECTED 1991 VS. REPORTED 1990
\$ MILLIONS

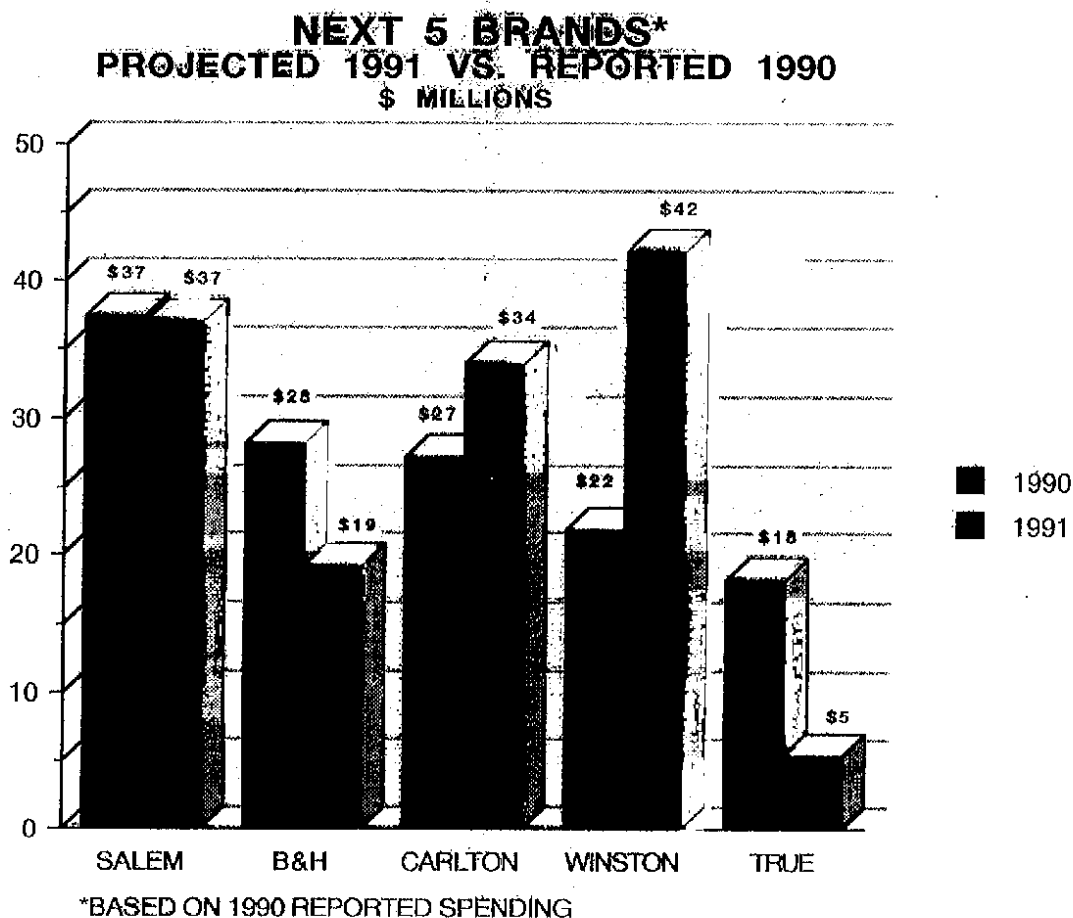


*BASED ON 1990 REPORTED SPENDING

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RANKED BY 1990 SPEND.

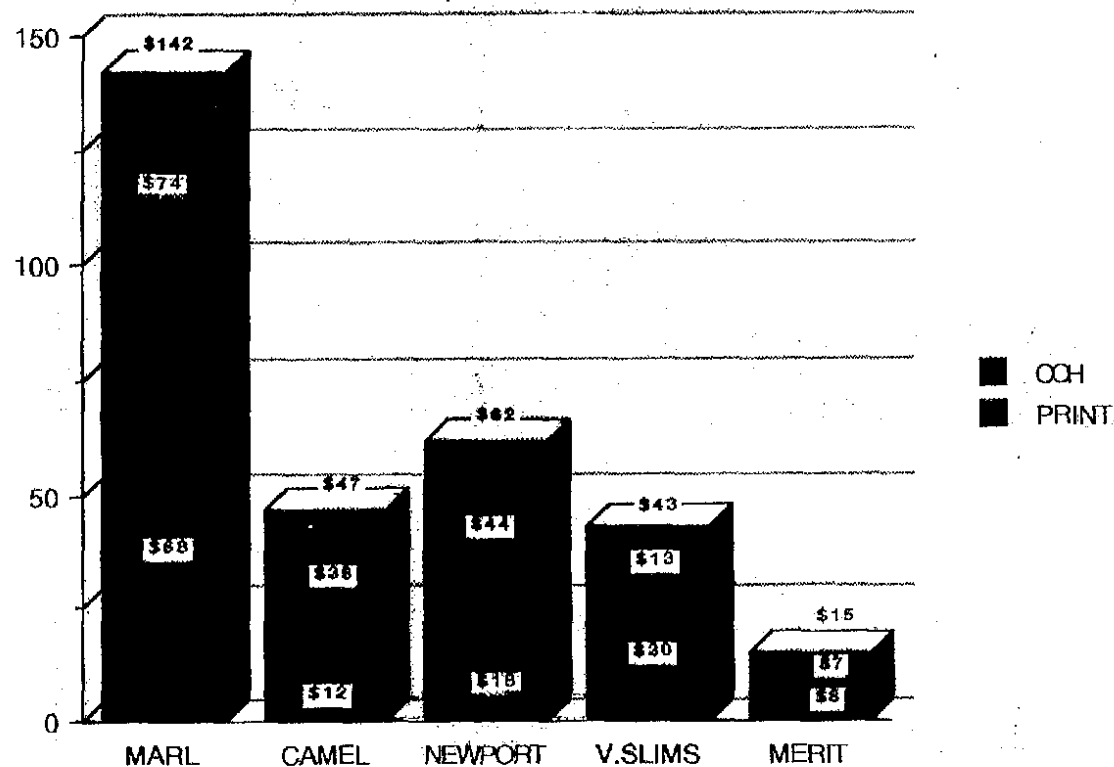
- OF NOTE - SIGNIFICANT INCREASE IN WINSTON OFF SETTING CAMEL
- CARTON ALSO UP - RESPONSE TO P.M.



- B&H OFF WITH 1/2 YR.
- MAJOR DECLINE IN TRUE

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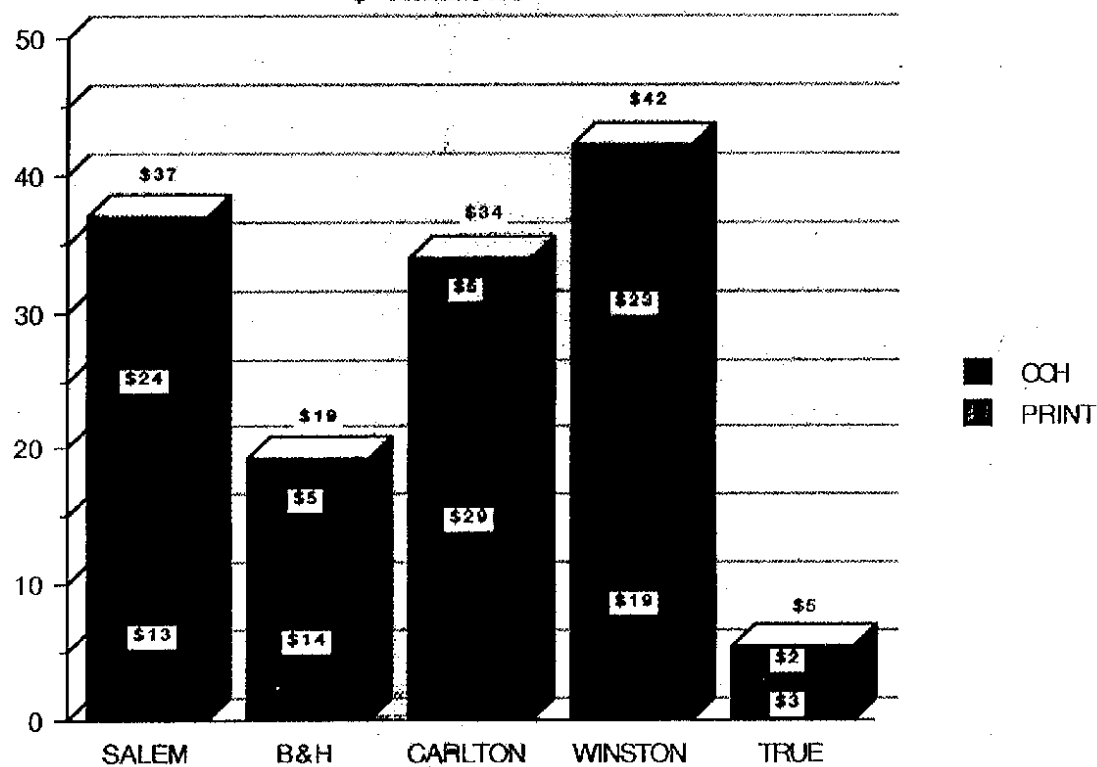
TOP 5 BRANDS*
1991 PROJECTED PRINT VS. OOH
\$ MILLIONS



*BASED ON 1990 REPORTED SPENDING.

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NEXT 5 BRANDS*
1991 PROJECTED PRINT VS OOH
\$ MILLIONS



*BASED ON 1990 REPORTED SPENDING

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